

WISCONSIN URBAN FORESTRY COUNCIL MEETING

Wednesday, March 29, 2017; 8:30 AM – 3:00 PM

Location: Festival Foods at the Galaxie

Address: 810 East Washington Avenue, Madison, WI 53703

<https://www.festfoods.com/stores/madison>

Park: Parking Ramp (free). **Meeting room:** After entering store, head to the back, take the stairs to the left of the Deli Self-Check Registers. The Meeting Room is upstairs on the right.

Forestry Council Members in Attendance: Wendy Braun, Todd Chwala, Patty Drier, Marla Eddy, Mark Freberg, August Hoppe, Leif Hubbard, Shirley Brabender Mattox, Donald Merkes, Tony Nowak, Daniel Siewert, David Sivyer, Jordan Skiff, Dwayne Sperber, Jeffrey Treu, Kelli Tuttle, Shahla Werner, Curt Witynski
Ex-Officio (Non-Voting) Members in Attendance: Sara Minkoff, Jeff Roe
Urban Forestry Council Members Absent: Thomas Dunbar, Kristin Gies, Thomas Landgraf, Kimberly Miller, Blake Theisen, Les Werner, Martin Whitehead, Jeff Wolters
Guests (Non-Voting): R. Buce Allison, Ellen Clark, Alex Elias, Sean Gere, Kirsten Held, Twink Jan-Mahon, Laura Lorentz, Dick Rideout, Andy Stoltman, Jim Warren

AGENDA:

Item #	Time	Topic	Person/People Responsible
1.	8:30 – 9:30 AM	Call WI UFC Meeting To Order: <ul style="list-style-type: none">➤ Welcome + Introductions of Council Members, DNR Staff, and Guests➤ Agenda Repair➤ Approve October 14, 2016 Minutes➤ Council Representation on the ISA BMP team	David Sivyer, chair, and Council members
2.	9:30 – 10:00 AM	Report from Executive Committee meeting with Fred Souba, Jr., WI Chief Forester	David Sivyer, chair
3.	10:00 – 10:30 AM	Reports on 2017 WAA/DNR Urban Forestry Conference: <ul style="list-style-type: none">➤ From WAA: August Hoppe, WAA representative➤ From Council: Jordan Skiff, UFC Vice President➤ Council Awards Committee: Jeff Treu, committee co-chair	August Hoppe, Jordan Skiff, Jeff Treu, Council Members
	10:30 – 10:45 AM	BREAK	
4.	10:45 – 11:30 AM	DNR Urban Forestry Team Updates: <ul style="list-style-type: none">➤ Overview of UF Program (program goals and responsibilities, major initiatives, staffing, opportunities/challenges): Jeff Roe➤ Storm grant allocation discussion: Alex Elias➤ Urban Forestry Communication Strategies (Newsfeed and Webpages): Ellen Clark	Jeff Roe, Alex Elias and Ellen Clark, DNR and staff
5.	11:30 – 11:45 AM	Call for Council member nominations for June and current vacancies	Jordan Skiff, Chair, Nominating Committee
6.	11:45 AM – 12:15 PM	Urban assessment program draft communications plan and other updates	Andy Stoltman and Laura Lorentz, DNR staff
7.	12:15 – 12:45 PM	Future Agenda Items + Meetings: <ul style="list-style-type: none">➤ Open Forum➤ Future Agenda Items➤ Meetings Dates and Locations 2017➤ Joint Meeting with MnSTAC; October 12 and 13, 2017; Eau Claire, WI	David Sivyer, chair

	12:45 – 1:45 PM	LUNCH Our lunch break includes: ➤ Presentation from R. Bruce Allison ➤ Council Award Ceremony: • Dick Rideout, Lifetime Achievement Award— Jeff Treu • Sean Gere, Distinguished Service Award—Shahla Werner	
8.	1:45 – 3:00 PM	Presentation from WholeTrees Architecture and Structures, and Tour of Festival Foods	Amelia Baxter, WholeTrees
9.	3:00 PM	ADJOURN	

1. Call Meeting to Order

8:30 – 9:30 AM	<u>Lead</u> <i>David Sivyer, chair, and Council members</i>	<u>Length</u> <i>1 HOUR</i>	<u>Type</u> <i>UPDATES + APPROVE MINUTES</i>
<u>Description:</u> Call WI UFC Meeting To Order: <ul style="list-style-type: none"> ➤ Welcome + Introductions of Council Members, DNR Staff, and Guests: Meeting called to order at 8:40 am. ➤ Guests were introduced: Dick Rideout, retired DNR and 2017 Council award winner; Aliex Elias, DNR UF Grant Specialist; Ellen Clark, DNR UF Communications Specialist; Laura Lorentz, DNR UF Policy and Partnership Specialist; Jim Warren, DNR Public & Private Forestry Section Chief. Andy Stoltman, DNR Forest Products Services Specialist will arrive later. ➤ Agenda Repair. None. ➤ Approve October 14, 2016 Minutes ➤ Council Representation on the ISA BMP team 			
<u>Outcome:</u> Approve October 14, 2016 minutes.			
<u>Preparation:</u> <ul style="list-style-type: none"> ➤ Review October 14, 2016 Meeting Minutes (sent with March agenda). ➤ Bring/send completed form regarding personal/professional background information. 			
<u>Discussion Comments:</u> Sara Minkoff gave an overview of the meeting facility and plans for the day including lunch. Sara also explained the personal/professional background form and collected any that were available. She requested remaining forms be mailed to her as soon as possible.			
<u>Decisions ([Method]):</u> Approved October 14, 2016 minutes.			
<u>Action Items:</u> <ol style="list-style-type: none"> 1. Leif Hubbard moved to accept October 14, 016 minutes as presented. Mark Freberg seconded the motion. Minutes approved by unanimous vote. 2. David Sivyer asked for suggested names of Council members interested in serving on the ISA Team to develop urban wood utilization Best Management Practices (BMP). Both August Hoppe and Dwayen Sperber expressed their interest. There was no additional discussion. David and Sara will work together to forward these names to the ISA for consideration. 3. Sara discussed the member information form that was distributed and encouraged members to complete and return to her by mid-May. These will be shared with Fred. 			

2. Executive Committee Meeting with Chief Forester

9:30-10:00 AM	<u>Lead</u> <i>David Sivyer, chair</i>	<u>Length</u> <i>30 MINUTES</i>	<u>Type</u> <i>INFORMATIONAL</i>
<u>Description:</u> Report from Executive Committee meeting with Fred Souba, Jr., WI DNR State Forester			
<u>Outcome:</u> Information exchange and discussion.			
<u>Discussion Comments:</u> <ol style="list-style-type: none"> 1. The Executive Committee met with new WI DNR State Forester Fred Souba, Jr., along with Carmen Hardin, 			

Laura Lorentz, Sara Minkoff, Jeff Roe, and Jim Warren on March 7, 2017. He has limited experience with urban forestry and expressed his support for the Council and the DNR's UF Team. Fred expressed his interest in learning more about the issues and priorities for Wisconsin's urban forests and looks forward to working together. The Executive Committee shared copies of the previous reports, highlighted the Council's priorities and challenges, specifically increasing funding for urban forestry (grants, EAB planning) and stormwater credits. They told Fred they feel that EAB is urban forestry's "forest fire", devastating urban forests the same way fire devastates state forests and the state should respond to this devastation with full resources. The Executive Committee asked how the Council can better support the DNR and Carmen expressed her thanks for the engagement of the members and she looks forward to continuing the dialog on urban forestry concerns.

2. David shared both the letter from the Council to the State Forester (2015) and the recent response the Council received from the State Forester with budget concerns. There will be sent to the Council with today's minutes.
3. Jordan felt that the Council's biennial reports have value and should be continued. He shared his feelings that we have started a positive relationship with DNR leadership and is encouraged by Fred's offer to hold a virtual meeting with the Council.
4. Marla added that Fred has some experience with treating urban trees for diseases early in his career and had responsibilities across three states prior to joining DNR. She felt that the conversation was transparent and reminded members that we can't overcommunicate our message.
5. David and Jordan stated their concerns regarding the State's approach to managing stormwater and the associated credits, resources, and priorities related to urban forestry. We are learning more about how appropriate leaf management systems in municipalities can positively impact the negative effects of leaf litter on phosphorus content in waterways. Jordan is meeting with Roger Bannerman to review current research into a variety of tactics designed to balance stormwater quality and quantity as it relates to urban forests.
6. David discussed the current proposed State budget elimination of the mil tax to be replaced by an equal appropriation resulting in no net change in the current funding amount for the next biennium. However, looking into the future, we will watch to see if this makes a difference to urban forestry to not have a dedicated fund. Can we encourage a more equitable distribution of these funds (this is in reference to the inequality between the geographic location of the generation of the bulk of the tax fund—SE WI—and the location of where these funds are spent—N WI)? The Council can't take an official position as a group, but individual members have that option. David also discussed the Council's frustration with the barriers to Wisconsin considering trees as a benefit to stormwater issues since the DNR sees trees as a negative aspect due to leaves falling and leaching phosphorus. The Council supports clean water in Wisconsin, but feels that the DNR water quality programs do not support tree planting.
7. Leif and Shirley also participated in the virtual meeting held with Fred and DNR UF Staff on March 23. Shirley reported that she identified the UF grant program and stormwater credits as top priorities. Leif reported that the meeting was a general "meet and greet" and conversation of major issues in urban forestry in Wisconsin.
8. During that meeting, Fred reported that he will be moving his office to a location to be determined north of Highway 29 by January 2018. It is uncertain at this time if additional Forestry staff will also move.
9. Jeff reported from Fred that his priorities include connecting with partners including the Council and he will try to attend a future meeting and/or tours planned by the group.
10. Shahla directed members to the Wisconsin Woodland Owners website for their response to the mil tax situation in the current budget proposal.
11. Dick talked about the process involved in changing an administrative code.

Decisions ([Method]):

David expressed his interest in having the Council's Stormwater Issue Group continue to pursue a change in State administrative codes to include trees in the stormwater arena.

Action Items:

Sara will send both the letter from the Council to the DNR (Paul DeLong; 12-15) and the letter the Council received from the DNR (Fred Souba, Jr.; 3-17) to the Council along with today's meeting minutes.

3. 2017 WAA/DNR Urban Forestry Conference

<i>10:00-10:30 AM</i>	<i>Lead</i>	<i>Length</i>	<i>Type</i>
	<i>August Hoppe, Jordan Skiff, Jeff Treu</i>	<i>30 MINUTES</i>	<i>INFORMATIONAL</i>
<u>Description:</u>			
Reports from 2017 WAA/DNR Urban Forestry Conference, February 19-21, 2017:			

- From WAA: August Hoppe, WAA representative
- From Council: Jordan Skiff, UFC Vice President
- Council Awards Committee: Jeff Treu, committee co-chair

Outcome: Information exchange and discussion.

Discussion Comments:

1. August: Conference was a great success with record attendance and four concurrent tracks. The conference will continue to be held in the KI Center in Green Bay for the next 3 years. Evaluations returned were mostly positive. The Council-sponsored trivia event went well (in place of the previous Roundtables) and will be repeated. He thanked the Council members (Dwayne, Mark, Shahla, and Jordan) who helped with the trivia contest and Jordan in particular for including information about the Council during the event. He asked members to send him conference topic ideas. The Conference Planning Committee is being restructured into a more robust sub-committees structure. The Awards ceremony went well and he praised the communication between the Council (Sara) and WAA (Randy Krouse) for a coordinated event. He praised the continuing partnership between WAA and the DNR for working together to put on a successful conference each year. He will send this year's trivia questions and answers to the Council and encouraged members to send in new questions for the 2018 event. Jordan congratulated August for the concept and execution of the trivia event.
2. August reported that WAA is beginning the planning for both the summer and fall one-day conference and will also begin talking about next year's annual conference soon. WAA is also planning an arbor fair event to include a tree climbing competition and a kids climbing event (opportunities for outreach).
3. Ellen reported that she found the conference had high quality presentations and provided opportunities for interactions and networking.
4. Jordan reported that Bill McNee (DNR) gave a great EAB update. He also reported that the keynote presentation from the professors from University of British Columbia relating trees and human health issues to be very valuable and connected with urban forestry issues and priorities.
5. Council Awards Report, Jeff Treu:
 - He thanked all the members that assisted with the Awards Committee by nominating potential winners, helping to determine winners, and serving on the committee. He also thanked Sara for her support of the committee.
 - He presented the draft timeline and asked for feedback. The timeline was accepted as presented.
 - He invited members to join the committee, especially for reviewing nominations. Jeff stated that the awards are a fun project to work on with the committee and it is a great way to provide recognition for people and projects doing urban forestry-related activities in Wisconsin.
 - He reported that the Committee presents the awards at the annual conference and invites winners to have a additional awards presentation at the location of their choice.
 - He pointed out the Awards display and suggested it could be used at other events.
 - Jeff thanked August for making this year's beautiful plaques from urban wood and keeping the cost within the approved DNR budget allowable expense.
 - He also thanked other Council members for attending local awards events and invited members to participate in these whenever possible. He stated that local awards presentations bring local attention and recognition and may also help us spread the word about the awards.
 - He announced that the DNR Council Awards website will be updated to reflect this year's winners and stated that he didn't think that earlier nomination deadline impacted the number of nominations. He reminded members that all nominations are considered for two years.
 - Mark Freberg asked if the WAA website is linked to the Council's webpages. August will check into this and report back. Mark also asked if WAA/ISA and UFC awards were working together, and August stated that Sara and Randy collaborated on the awards presentation at the annual conference this year and were in touch regarding nominations.
 - Jordan suggested shortening the awards narrative in the future.
 - Marla Eddy congratulated the Awards Committee on their great work.
 - Dick Rideout suggested sharing the news release announcing the award winners with broad audiences including League of WI Municipalities, WI Parks and Recreation Association, American Society of Landscape Architects, etc. Sara commented that the news release is set out via the DNR Office of Communications and included in the DNR Forestry Division's newsfeed. She also shares it with Council members and award winners and encourages them to share with their communities and constituents/representative organizations. Ellen mentioned that our newsfeed currently reached over 5,000 people. We should also solicit nominations from all these contacts.

<ul style="list-style-type: none"> ➤ Curt suggested we hold a “brag session” at the annual conference and limited or no narrative descriptions during the awards event. David asked if we could set up an awards event that is separate from the conference luncheon.
6. Leif reported that David gave an excellent presentation on urban forestry and represented the Council at a recent Society of Landscape Architects meeting.
<u>Decisions ([Method]):</u> The Awards timeline was accepted as presented.
<u>Action Items:</u> <ul style="list-style-type: none"> ➤ Sara will make sure the DNR Council Awards webpage is updated. ➤ August will check if the WAA website is linked to the Council’s webpages and report back.

10:30 – 10:45 AM BREAK: 15 minutes

4. DNR Urban Forestry Team Updates

10:45 – 11:30 AM	<u>Lead</u> <i>Jeff Roe, Alex Elias and Ellen Clark, DNR staff</i>	<u>Length</u> <i>45 MINUTES</i>	<u>Type</u> <i>INFORMATIONAL</i>
<u>Description:</u> DNR Urban Forestry Team Updates: <ul style="list-style-type: none"> ➤ Overview of UF Program (program goals and responsibilities, major initiatives, staffing, opportunities and challenges): Jeff Roe ➤ Storm grant allocation discussion: Alex Elias ➤ Urban Forestry Communication Strategies (Newsfeed and Webpages): Ellen Clark 			
<u>Outcome:</u> Information exchange and discussion.			
<u>Discussion Comments:</u> Patty asked if it is possible for municipalities to access hazardous planning money for EAB mitigation. She will look into this and report back. Shahla reported that ash become more hazardous as they die—becoming more brittle. She will also investigate this idea.			
<u>Decisions ([Method]):</u> <ol style="list-style-type: none"> 1. Jeff, Alex, and Ellen gave PowerPoint presentation (attached) overview of the DNR Urban Forestry team, working plan, grant program, and communications efforts. 2. Ellen offered to return to a future Council meeting after DNR has implemented the proposed changes to the webpages. She also asked for feedback on the urban forestry program webpages. 			
<u>Action Items:</u> <ul style="list-style-type: none"> ➤ Invite Ellen to future Council meeting to share new webpages when appropriate. ➤ At a future meeting, Patty will report on her findings related to municipalities gaining access to hazardous planning money for EAB mitigation. ➤ Shahla will also investigate this idea further, as well. 			

5. Call for Council member nominations for June and current vacancies

11:30 – 11:45 AM	<u>Lead</u> <i>Jordan Skiff, Nominating Committee chair</i>	<u>Length</u> <i>15 MINUTES</i>	<u>Type</u> <i>INFORMATIONAL AND DISCUSSION</i>
<u>Description:</u> Call for Council member nominations for June and current vacancies.			
<u>Outcome:</u> Information exchange and discussion.			
<u>Discussion Comments:</u> <ul style="list-style-type: none"> ➤ Jordan reviewed the Nominating Committee’s charge and annual timing. ➤ Jordan shared the draft questionnaire for potential nominees that he has developed (attached). The Council has not used an application form for Council member positions previously. ➤ Jordan asked members to let him know if they are interested in reviewing potential nominees and to review the members with expiring terms for possible renewal. Leif Hubbard, Don Merkes, Tony Nowak, David Sivyer, and Kelli Tuttle expressed interest in being part of the Nominating Committee. ➤ The Nominating Committee will examine the demographic composition of the Council and look into any 			

categories currently not represented to include: minority status, gender balance, geographic location, professional diversity, community size, tribal representation and any other gaps identified. ➤ Dwayne suggested considering adding a MSOE representative on the Council.
<u>Decisions ([Method]):</u> Nominating Committee will meet to start the process of considering nominees for all open positions.
<u>Action Items:</u> <ol style="list-style-type: none"> 1. Sara will compile attendance records for all members for past few years and send to Nominating Committee. 2. Sara will schedule a Nominating Committee conference call. 3. Jordan will send a summary of nominee traits/qualities the committee is looking for and invite feedback and input from full council. He wants to have all the potential nominee information ready for review by the end of April. He will also send out the nominee information form to full Council. 4. Committee tasks: <ul style="list-style-type: none"> • Confirm interest and availability of members with expiring terms for possible reappointment. • Review By-laws to determine we are meeting membership categories and to propose any membership changes. David suggested an education representative, Dwayne suggested an architect/builder/designer position, Jordan suggested a representative from the health and wellness professions. • Review officer positions. • Make recommendations for new members, renewing members, and officers to full Council at June meeting. These recommendations are sent to the Department Secretary for approval and appointment. After appointed, the first official meeting of new members is the first meeting after the June meeting.

6. Urban assessment program draft communications plan

11:45 AM – 12:15 PM	<u>Lead</u> Andy Stoltman and Laura Lorentz, DNR staff	<u>Length</u> 30 MINUTES	<u>Type</u> INFORMATIONAL AND DISCUSSION
<u>Description:</u> Urban assessment program draft communications plan and other updates. See attached PowerPoint.			
<u>Outcome:</u> Information exchange and discussion.			
<u>Discussion comments:</u>			
<u>Decisions ([Method]):</u>			
<u>Action items:</u> Andy will provide his presentation remarks and the image shared at the meeting.			

7. Future Agenda Items + Meetings

12:15 – 12:45 PM	<u>Lead</u> David Sivyer, chair	<u>Length</u> 30 MINUTES	<u>Type</u> INFORMATIONAL AND DISCUSSION
<u>Description:</u> Future Agenda Items + Meetings: <ul style="list-style-type: none"> ➤ Open Forum ➤ Future Agenda Items ➤ Meetings Dates and Locations 2017 ➤ Joint Meeting with MnSTAC; October 2017 (date TBD); Eau Claire, WI 			
<u>Outcome:</u> Information exchange and discussion. <ul style="list-style-type: none"> ➤ Postponed the Open Forum due to lack of time. 			
<u>Discussion comments:</u> <ul style="list-style-type: none"> ➤ David suggested we hold three meetings this year rather than four. ➤ General discussion on June 2017 meeting date, location and theme/tour: <ol style="list-style-type: none"> 1. Madison, meeting at DATCP to include Wisconsin Urban Wood and local urban wood shop tours. 2. Stevens Point, to include Rich Hauer/tour of UW-Stevens Point and presentation on academic preparation for urban forestry professionals at UW-SP, repeat the bus tour Patty Dreier organized for elected officials and invite elected officials to join the tour. 3. Green Bay, to include the First Downs for Trees media event and tree planting. We will consider holding our Spring 2018 meeting in Green Bay to coincide with the major event they are planning as part of the new 			

<p>Titletown District grand opening planned for 2018.</p> <p>4. Kenosha, to include tour of Gateway Tech's urban forestry program, update on apprenticeship program nationwide rollout/workforce development plans and Tree Care Industry Association plans for apprenticeship. NOTE: Urban Forestry Council sent a letter of support for the development of the Gateway Tech program. If meet in Kenosha, include the area mechanical harvest program.</p> <p>5. Alternative location for these topics: MATC—Mequon and Midstate Tech—Wisconsin Rapids. Could also include a visit to Midstate if we meet in Stevens Point.</p> <p>6. Milwaukee area, to include visits to urban wood shops and Dwayne's Milwaukee School of Engineering (MSOE) contacts (he taught urban wood utilization to construction engineering majors recently).</p>
<p><u>Decisions ([Method]):</u></p> <p>➤ We will hold our next joint meeting with the MnSTAC group on October 13, 2017, in Eau Claire, WI. The meeting date will be preceded by an optional half-day tour (October 12, 2017) of the Eau Claire area's urban forestry-related projects and programs and a group dinner. Please save these dates. More details will be sent out soon. Jill Johnson, US Forest Service, will invite the state urban forestry leaders from other states to attend.</p>
<p><u>Action items:</u></p> <p>1. Sara will send photos taken at today's meeting along with the minutes.</p> <p>2. Executive Committee was charged with developing June 2017 Council meeting. August, Patty and Dwayne expressed interest in being involved in the planning.</p>

LUNCH

12:45 — 1:45 PM	<u>Lead</u> David Sivyver, chair, and Council members	<u>Length</u> 1 HOUR	<u>Type</u> LUNCH AND PRESENTATIONS
<p><u>Description:</u></p> <p>Lunch includes:</p> <p>➤ Presentation from R. Bruce Allison</p> <p>➤ Council Award Ceremony:</p> <ul style="list-style-type: none"> • Sean Gere, Distinguished Service Award—Shahla Werner • Dick Rideout, Lifetime Achievement Award—Jeff Treu • WholeTrees Architecture and Structure Festival Foods at the Galaxie, Madison, Innovations in Urban Forestry Award—Jeff Treu 			
<p><u>Outcome:</u></p> <p>1. R. Bruce Allison gave a presentation about his experiences on both the Council on Forestry and the Urban Forestry Council. Bruce began with a history of urban forestry programming in Wisconsin and the Council; he was a founding member of the Urban Forestry Council. He encourage Council members to be involved as individuals in the political process as it involves the DNR, especially the Forestry Division, and to connect with their local media and elected officials. He suggested that Council members should pay attention to broader issues affecting urban forestry in the US and the world and to act as citizen advocates when issues arise. He encouraged members to act both individually and collectively whenever possible to keep moving urban forestry issues forward by being proactive and vigilant in advocating for urban forestry interests. Bruce also stated that is is important to have an Urban Forestry Council representative on the Council on Forestry.</p> <p>2. David Sivyver presented Bruce with a plaque honoring his years of service.</p> <p>3. Shahla Werner presented Sean Gere with the Urban Forestry Council 2017 Distinguished Service Award.</p> <p>4. Jeff Treu presented Dick Rideout with the Urban Forestry Council 2017 Lifetime Achievement Award.</p> <p>5. Jeff Treu presented Amelia Baxter, co-founder of WholeTrees Architecture and Structure, with the Urban Forestry Council 2017 Innovations in Urban Forestry Award for WholeTrees' project Festival Foods at the Galaxie in Madison.</p>			

2:00 PM

ADJOURN

Note: Meeting was officially adjourned at 2 pm and was followed by an optional tour of Festival Foods' urban tree elements.

8. Presentation from WholeTrees and Tour of Festival Foods

2:00 – 3:00 PM	<u>Lead</u> <i>Amelia Baxter,co-founder, WholeTrees Architecture and Structure</i>	<u>Length</u> 60 MINUTES	<u>Type</u> PRESENTATION AND TOUR
<u>Description:</u> Presentation from WholeTrees and Tour of Festival Foods			
<u>Outcome:</u> Information and tour.			